

Project Design Phase

Problem – Solution Fit Template

Date	15 February 2025
Team ID	LTVIP2025TMID52391
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau		
1. Customer Segments (CS) Real estate buyers, sellers, agents, data analysts, city planners.	6. Customer Constraints (CC) Lack of data skills, limited tools, hard-to-understand raw datasets, no visual analytics support.	5. Available Solutions (AS) Manual data analysis via Excel, basic dashboards, limited government reports, outdated housing websites.
2. Jobs-To-Be-Done / Problems (J&P) Understand market trends and key factors that influence house prices in specific regions.	9. Problem Root Cause (RC) Data is fragmented; users lack easy access and tools to extract insights. No visual interpretation of pricing trends.	7. Behaviour (BE) Users rely on online forums, consult agents, or make decisions based on gut feeling or outdated info.
3. Triggers (TR) Desire to invest in real estate; uncertainty in housing price trends; need for reliable data-driven decisions.	10. Your Solution (SL) Interactive Tableau dashboard showing trends over time, by geography, property features (e.g, sqft, bedrooms, year built), and market behavior.	8. Channels & Behaviour (CH) Channels: Tableau dashboard, real estate portals, government data APIs. Users interact with filters, maps, charts, and downloadable reports.
4. Emotion Before / After (EM) Before: Confused, uncertain. After: Confident, informed, strategic in investment or sale decisions.		

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>